

The MPOP™ drives quality traffic to help dealership deliver on promise

Combining the MPOP™ platform with Paid Search drives Paid and Organic traffic with a consistent message to potential buyers.



Goals

- After struggling with a disjointed marketing plan without accountability and results, Mel Hamblen Ford turned to Dealer Teamwork to help them with their number one goal: drive more conversions.
- While maintaining their budget, Mel Hamblen Ford wanted to increase impressions and position with AdWords.
- With Dealer Teamwork's easy-to-understand and easy-to-use MPOP™ platform, Mel Hamblen Ford sought to improve their click-through rate with highly relevant, consistent and timely transactional data.

Results

- With the MPOP™ automatically pushing the transactional data into AdWords, Mel Hamblen Ford was able to be more responsive to their changing market conditions and experienced a **12% lift in sales, resulting in record profits.**
- Reduction in cost-per-click helped Mel Hamblen Ford realize more results for their budget.

"Nothing compares to the MPOP™ and the partnership we have with Dealer Teamwork! They work with me weekly to review my strategy, offers and search. They are a trusted partner and really put the team in teamwork. My sales have increased, profits have improved and I feel I have a better grasp on my overall strategy. Thank you Dealer Teamwork!"

– Phil Nightingale, General Manager, Mel Hamblen Ford



13.6%

Increase in number of phone calls



7.4%

Reduction in cost-per-click



10%

Improvement in average position to 1.3

